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1982 - 2nd Quarter

PAL

Hamilton-Wentworth, Dept of
Economic Development

Activity Report - 2nd quarter

1982



THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH

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MEMORANDUM NO. 289

TO: The Chairman and Members
Economic Development Committee

RE: 1982 Activity Report - Second Quarter Summary

REPORT CONSISTS OF:

A. BUSINESS DEVELOPMENT.

1. NEW INQUIRIES FOR PLANT RELOCATION - UP 42.75%
2. FIRMS PLACED AT NEW ADDRESSES - DOWN 26%
3. COMPANY INQUIRIES STILL OUTSTANDING
4. COMPANY INQUIRIES WITHDRAWN
5. COMPANIES LOST
6. SUMMARY
7. BUILDING PERMIT SUMMARY

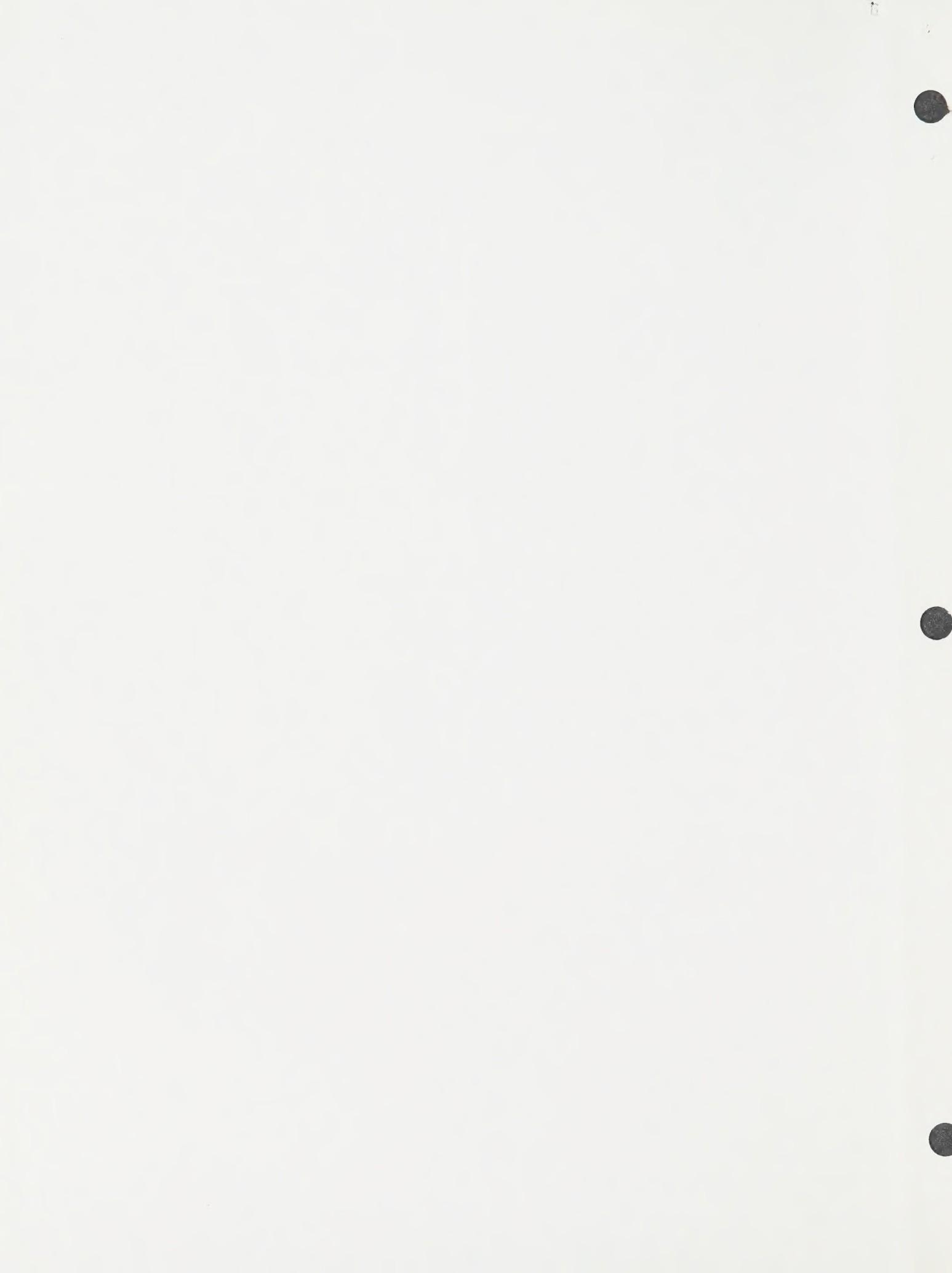
B. VISITOR AND CONVENTION SERVICES.

C. WENTWORTH HERITAGE VILLAGE.

Respectfully submitted,

John D. Morand
Director - Economic Development

JDM:msw



(A) BUSINESS DEVELOPMENT REPORT

The Canadian Economy continued to deteriorate during the second quarter as interest rates and unemployment showed no signs of improvement. The U.S. discount rate seems to have reversed its upward trend but the Canadian dollar reached an all time low as compared to the U.S. dollar. Canadian interest rates must be kept high to attract short term funds.

A slight improvement in plant locations within Hamilton-Wentworth in the second quarter over the first quarter is evident, but as compared to the same period last year we are down by 26%. The downward trend may be weakening but it is difficult to be categorical in this regard on the basis of two quarters. In all, twenty-five firms have entered the Region, relocated or expanded this quarter.

Once again, inquiries from Canada and abroad have shown a marked increase; up by nearly 43% over the same period last year and up by almost 67% from the first quarter of 1982. Many of the inquiries are from Europe; a reflection of our increased marketing activity in those countries.

Of interest is the fact that two overseas groups which came to Canada last year are undergoing further expansion. Investment by these groups seems to be generating renewed interest from other overseas firms; the ripple effect could be of immense value in times to come. These two firms and the possibility of more to come are manifestations of our media marketing campaign, the success of which is starting to pay dividends.

It is worth noting that much of the economic activity occurring within the Region is taking place in the service/commercial sector as opposed to the manufacturing sector. The capital investment in manufacturing is greater than that of service/commercial investment. Therefore, until interest rates fall to an acceptable level the investment in manufacturing will continue to be relatively small.

The expected completion of the E-W/N-S expressway and the twinning of the Burlington Bay Skyway will greatly enhance the Region's accessibility. These two major transportation links will promote the purchase of industrial land and stimulate new speculative building and expansion. The Economic Development Department and the Economic Development Committee have considered the possibility of erecting speculative buildings for incubator industries. While nothing conclusive has been done in this regard the possibility remains. It may be that had such buildings been available Hewlett-Packard Ltd. and Sanyo Manufacturing may not have located elsewhere.



A.2

NEW INQUIRIES FOR PLANT RELOCATION (1982 2ND QUARTER): **

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	74	49	33	97	109	112	2.75
2. Apr. - May - June	72	63	40	65	131	187	42.75
3. July - Aug. - Sept.	63	68	59	141	159		
4. Oct. - Nov. - Dec.	<u>43</u>	<u>32</u>	<u>86</u>	<u>45</u>	<u>90</u>		
TOTAL	252	212	218	348	489	299	

* Percentage change with respect to same period of the previous year

** Records are kept with respect to the origination of each lead in order to review the cost effectiveness of our marketing and media programs. These programs are reviewed and updated semi-annually.

A.3

FIRMS PLACED AT NEW ADDRESS (1982 2ND QUARTER): **

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	33	28	20	38	32	23	-28
2. Apr. - May - June	28	34	34	38	34	25	-26
3. July - Aug. - Sept.	39	33	38	41	182		
4. Oct. - Nov. - Dec.	<u>30</u>	<u>31</u>	<u>49</u>	<u>42</u>	<u>30</u>		
TOTAL	130	126	141	159	278	48	

* Percentage Change with Respect to Same Period of the Previous Year.

** The department records information on new and expanded industries. Such information is obtained from real estate brokers, banks, lawyers, accountants and developers as well as the department's own location service activities with new or expanded industries.

To date, the department has been directly involved in at least 60% of the cases referred to above.



A.4

COMPANY INQUIRIES STILL OUTSTANDING (1982 2ND QUARTER):

	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
1. January - February - March		13	101	112
2. April - May - June		20	121	187
3. July - August - September		114	150	
4. October - November - December	<u>1</u>	<u>27</u>	<u>116</u>	<u>—</u>
TOTAL	1	174	488	299

TOTAL OUTSTANDING: 962

Inquiries are considered outstanding as long as the company demonstrates continuing interest in expansion or relocation. In some cases, the finding of a suitable property meeting all the company's requirements (rail, cranes, size, services, etc.) can take several years. This Department maintains records of the company's needs and when a property comes on the market, it is matched to the company's requirements. Client's plans are also subject to continuous change reflecting the company's feel for the market.



A.5

COMPANY INQUIRIES WITHDRAWN (1982 2ND QUARTER):

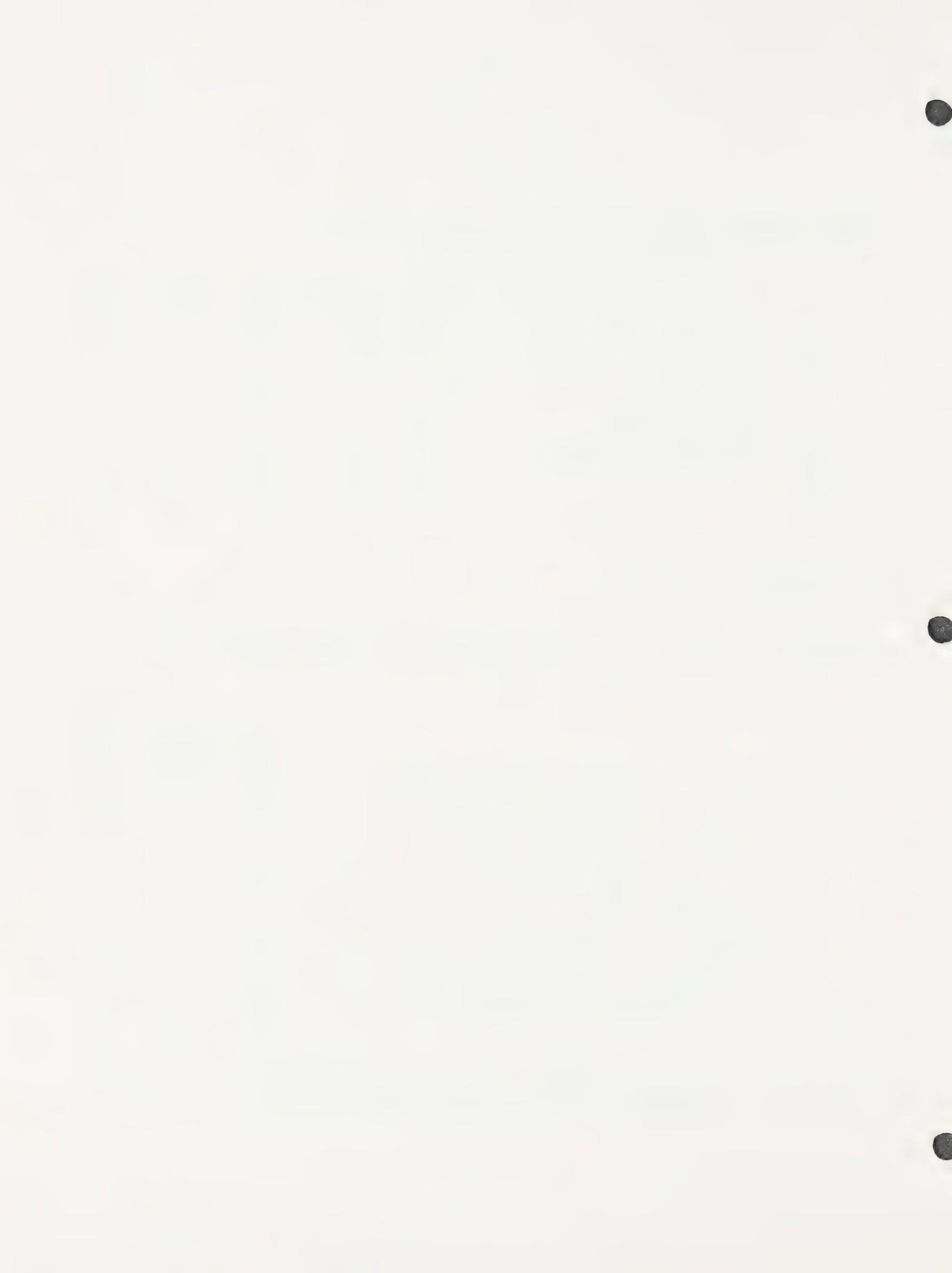
	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
1. January - February - March	9	11	25	32	61
2. April - May - June	14	16	16	8	7
3. July - August - September	17	20	13	15	
4. October - November - December	<u>14</u>	<u>14</u>	<u>20</u>	<u>7</u>	
TOTAL	54	61	74	62	68

Interpretation

The above are inquiries that have been withdrawn for such reasons as the following:

	<u>1980 TOTAL</u>	<u>1981 TOTAL</u>	<u>1982 YR.D</u>
1. Decided To Expand On Their Existing Property	8	4	37
2. Were Unable To Raise Additional Financing	6	8	
3. Renewed Lease On Existing Facilities	6	6	1
4. Looked Here But Went Elsewhere	7	12	6
5. Proposed New Business That Failed To Materialize	20	18	13
6. Abandoned Development Due To Economic Conditions	<u>27</u>	<u>14</u>	<u>11</u>
TOTAL	74	62	68

These classifications were established as a result of individual contacts and relevant notes are entered on the Confidential Inquiry Sheets.



A.6

COMPANIES LOST (1982 2ND QUARTER):

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>
1. January - February - March	2	2	2	3	1
2. April - May - June	1	1	0	1	2
3. July - August - September	1	0	1	0	
4. October - November - December	<u>1</u>	<u>2</u>	<u>1</u>	<u>0</u>	<u>—</u>
TOTAL	5	5	4	4	3

1982 (2ND QUARTER):

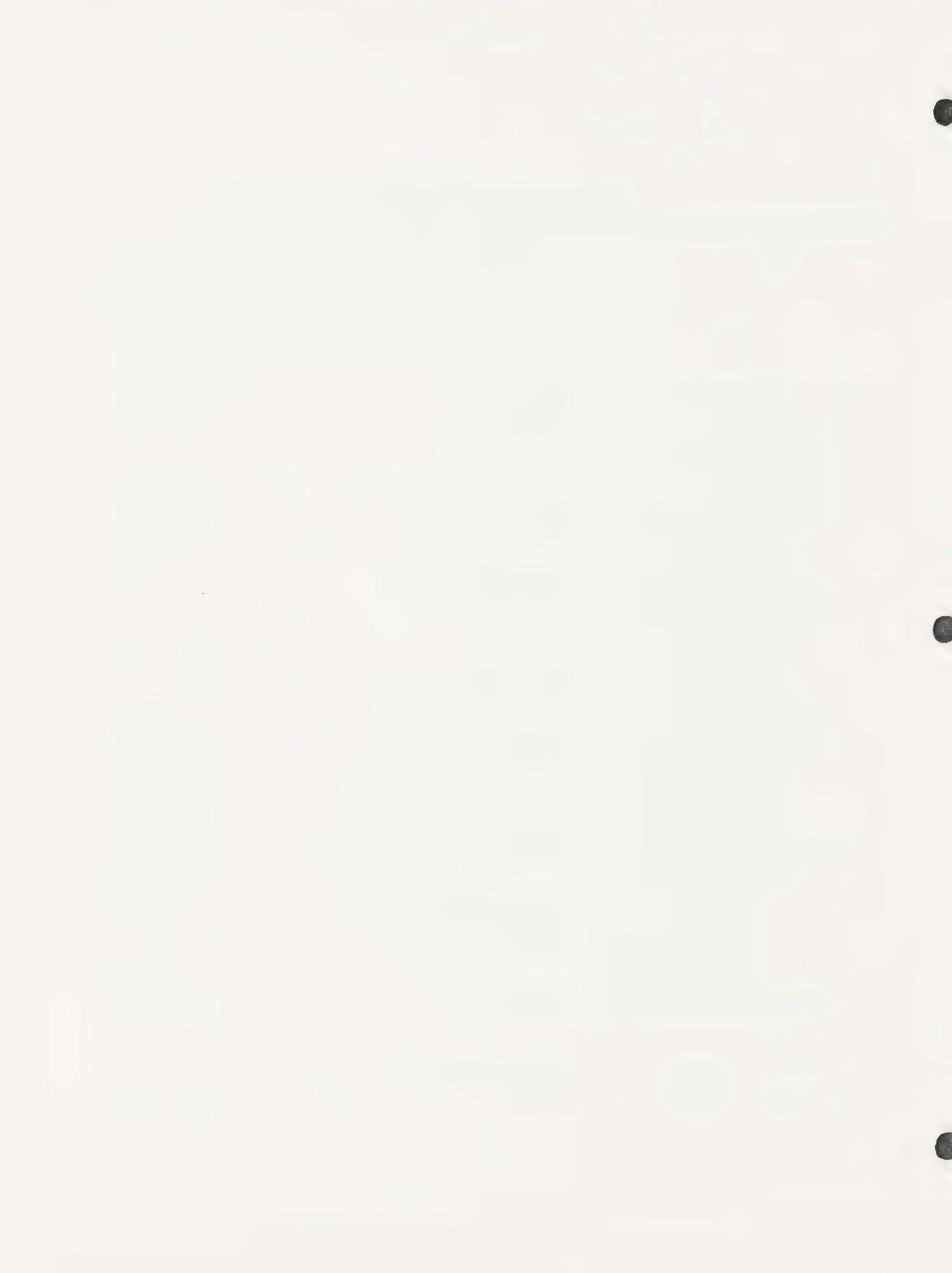
<u>COMPANY</u>	<u>FROM</u>	<u>TO</u>	<u>EMPLOYEES</u>
Rosedale Transport (Q1)	Hamilton	Mississauga	20
Niad Ltd. (Q2)	Ancaster	Brantford	7
Weldwood of Canada (Q2)	Hamilton	Toronto	15
TOTAL			42



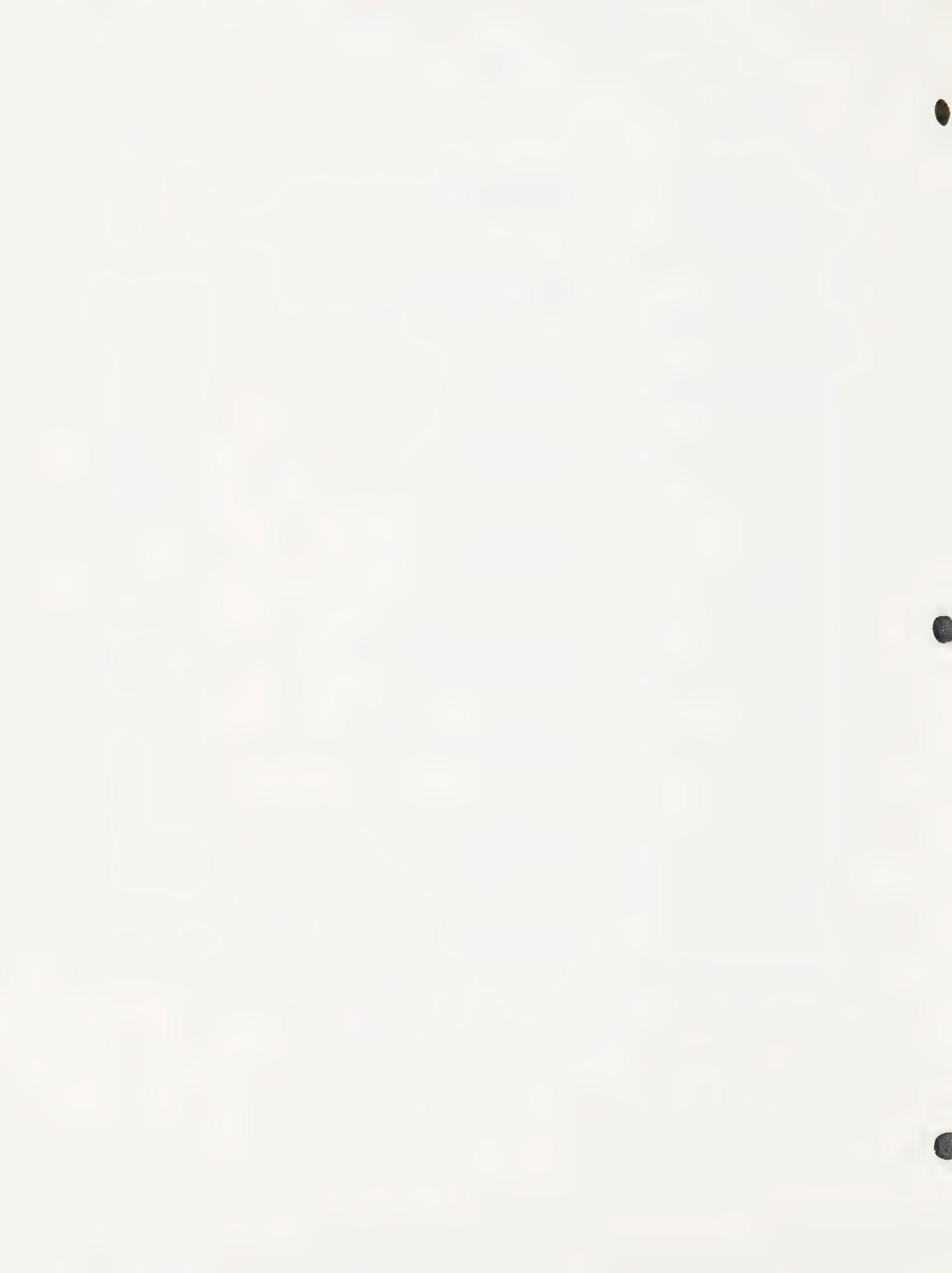
A.7

FIRMS OR BRANCHES NEW TO THE REGION (1982 2ND.QUARTER CUMLATIVE): **

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$*</u>
			1) Business 2) Realty 3) Total
1. Bell Communications Systems Inc. 438 Millen Road Stoney Creek (Q2)	Communication Systems (Service)	4	1) 2,520.00 2) - 3) 2,520.00
2. Canal Electric 240 South Service Rd. Stoney Creek, Ont. (Q1)	Electrical Contractors (Service)	42	1) 3,240.00 2) - 3) 3,240.00
3. Car Audio Clinic Ltd. 110 Frid St. Hamilton, Ontario (Q2)	Sales, installation (Commercial)	2	1) 540.00 2) - 3) 540.00
4. Dominion Bridge 9 - 429 Dewitt Rd. Stoney Creek, Ont. (Q1)	Prefabrication (Manufacturing)	N/A	1) 1,024.00 2) - 3) 1,024.00
5. East-West Courrier Ltd. 139 Cannon St. East Hamilton, Ontario (Q2)	Courrier Services (Service)	5	1) 972.00 2) - 3) 972.00
6. Fortinos Supermarket Mountain Ind. Park Hamilton, Ontario (Q2)	Warehousing/Distribution (Commercial)	15	1) 10,800.00 2) 18,000.00 3) 28,800.00
7. Greenbelt Produce 1635 Main St. West Hamilton, Ontario (Q2)	Vegetable Market (Commercial)	30	1) 3,528.00 2) - 3) 3,528.00
8. Guardsman Equip Leasing 161 Brockley Drive Hamilton, Ontario (Q2)	Equipment Leasing (Commercial)	3	1) 1,728.00 2) - 3) 1,728.00
9. Kenworth (Hamilton) Ltd. 5 - 505 Kenora Ave. Hamilton, Ont. (Q1)	Parts distribution (Commercial)	3	1) 1,008.00 2) - 3) 1,008.00



10.	Libbey St. Clair (Div. of Domglas) 81 Lloyd Street Hamilton, Ontario(Q2)	Retail Sales (Commercial)	4	1) N/A 2) N/A 3) N/A
11.	Lumsden Bros. 181 Brockley Drive Hamilton, Ontario(Q2)	Grocers & Warehousing (Commercial)	10	1) 7,537.00 2) - 3) 7,537.00
12.	MacLawn Spray Ltd. 17 Hillyard Street Hamilton, Ontario(Q2)	Lawn Care (Service)	5	1) 1,350.00 2) - 3) 1,350.00
13.	Niagara Oxygen Ltd. 2 Commerce Court Stoney Creek, Ontario(Q2)	Gas Supplies (Manufacturing)	5	1) 1,440.00 2) 2,400.00 3) 3,840.00
14.	Occupational Health Care-A-Van 150 Mohawk Road Ancaster, Ontario(Q2)	Testing Labs (Service)	3	1) N/A 2) N/A 3) N/A
15.	Peter Van Egmond & Sons Ltd. 460 Parkdale Ave. N. Hamilton, Ont. (Q1)	Siding, eavesdropping, etc. (Manufacturing)	10	1) 4,800.00 2) - 3) 4,800.00
16.	Slats, Blinds Ltd. 720 Upper James St. Hamilton, Ont. (Q1)	Interior slats, blinds (Service)	3	1) 480.00 2) - 3) 480.00
17.	Surftex Canada (Div. of Hop Mac Inc.) 1036 King St. W. Hamilton, Ont. (Q1)	Conveyor belt cleaning equipment (Manufacturing)	3	1) 450.00 2) - 3) 450.00
18.	The Old Fish Market 157 Main St. E. Hamilton, Ont. (Q1)	Restaurant (Service)	60	1) 1,800.00 2) - 3) 1,800.00

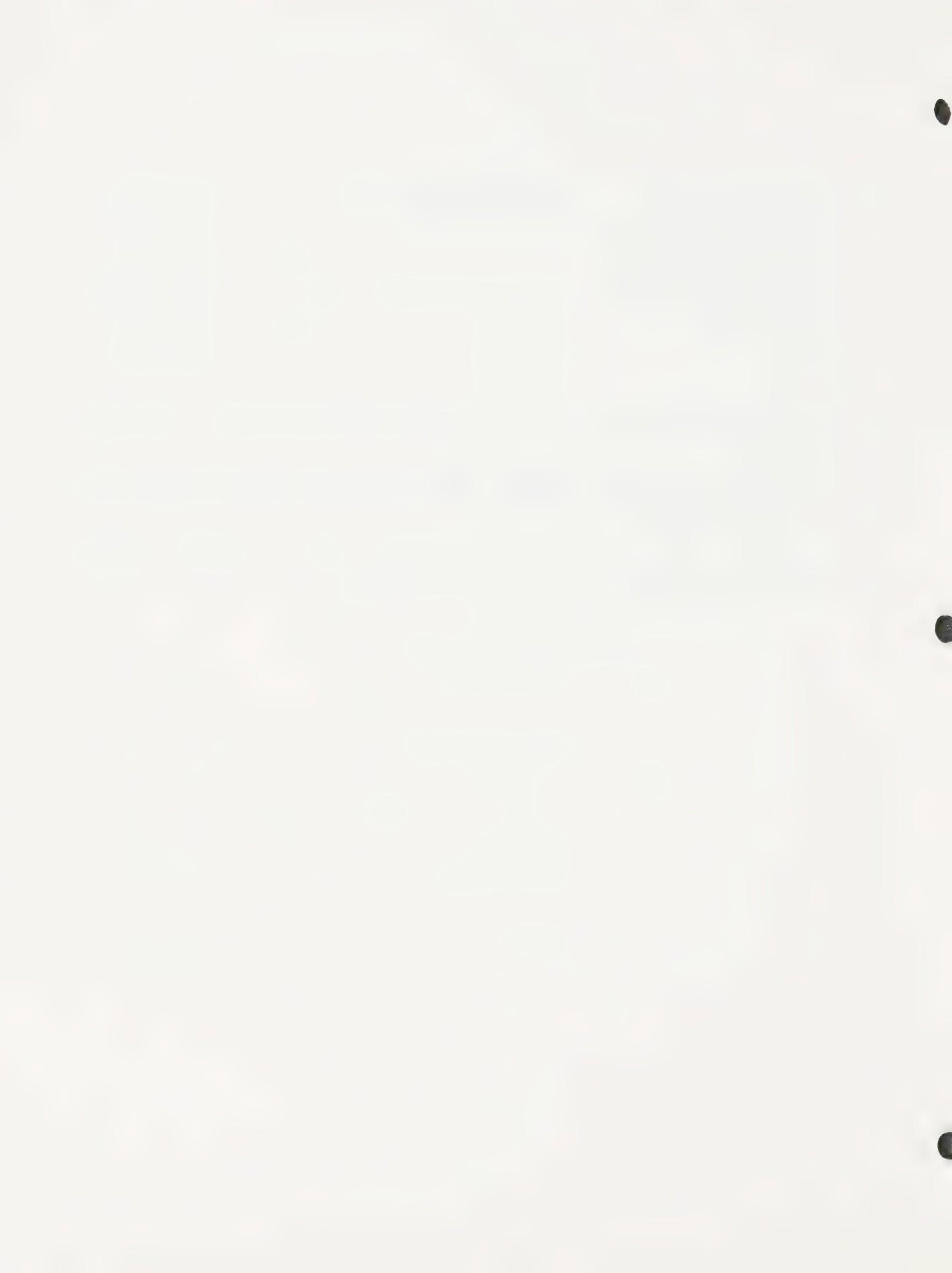


19. Van Rijn Enterprises 10 - 429 Dewitt Rd. Stoney Creek, Ont. (Q1)	Heat retention systems (Manufacturing)	6	1) 1,024.00 2) - 3) <u>1,024.00</u>
TOTAL NEW BUSINESS TAXES			1) 44,961.00
TOTAL NEW REALTY TAXES			2) 21,600.00
TOTAL NEW TAXES		241	3) 66,561.00

* New taxes shown above reflect only those taxes applicable to activity generated within the current quarter.

** The department records the impact of a new business locating in existing premises by indicating new job creation as well as business taxes and realty taxes where increased assessment occurs.

To date, the department has not been able to come up with a statistically reliable method of reporting bankruptcies and job loss thereto.



A.8

FIRMS NEWLY FORMED (1982 2ND. QUARTER CUMULATIVE): **

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$*</u>
			1) Business 2) Realty 3) Total
1. Benros Import Mountain Ind. Park Hamilton, Ontario(Q2)	Wicker & Ratan (Commercial)	3	1) 720.00 2) - 3) 720.00
2. Capricorn Int'l. Machine Sales 208-B Arvin Ave. Stoney Creek, Ont. (Q1)	Sale of metal working machines (Service)	2	1) 1,080.00 2) - 3) 1,080.00
3. Chase Battery Specialists 35 D Burford Road Hamilton, Ontario.(Q2)	Wholesale Batteries (Commercial)	3	1) 972.00 2) - 3) 972.00
4. Chester's 60 King St. E. Hamilton, Ont. (Q1)	Restaurant	8	1) 720.00 2) - 3) 720.00
5. Lynfield Rubber Ltd. Mountain Ind. Park Hamilton, Ontario.(Q2)	Rubber Linings (Manufacturing)	5	1) 1,440.00 2) - 3) 1,440.00
6. Maxwell's 165 Jackson St. E. Hamilton, Ont. (Q1)	Restaurant	20	1) 720.00 2) 1,200.00 3) 1,920.00
7. Toth Welding & Fabricating R.R. #3 Mount Hope, Ontario (Q2)	Welding Services (Manufacturing)	N/A	1) 180.00 2) - 3) 180.00
TOTAL NEW BUSINESS TAXES			1) 7,032.00
TOTAL NEW REALTY TAXES			2) -
TOTAL NEW TAXES		41	3) 7,032.00

* New taxes shown above reflect only those taxes applicable to activity generated within the current quarter.

** The department records the impact of a new business locating in existing premises by indicating new job creation as well as business taxes and realty taxes where increased assessment occurs.

Reliable statistics on bankruptcies and job losses are difficult to report inclusively, however Statistics Canada figures are shown in the attached schedule.



A.9

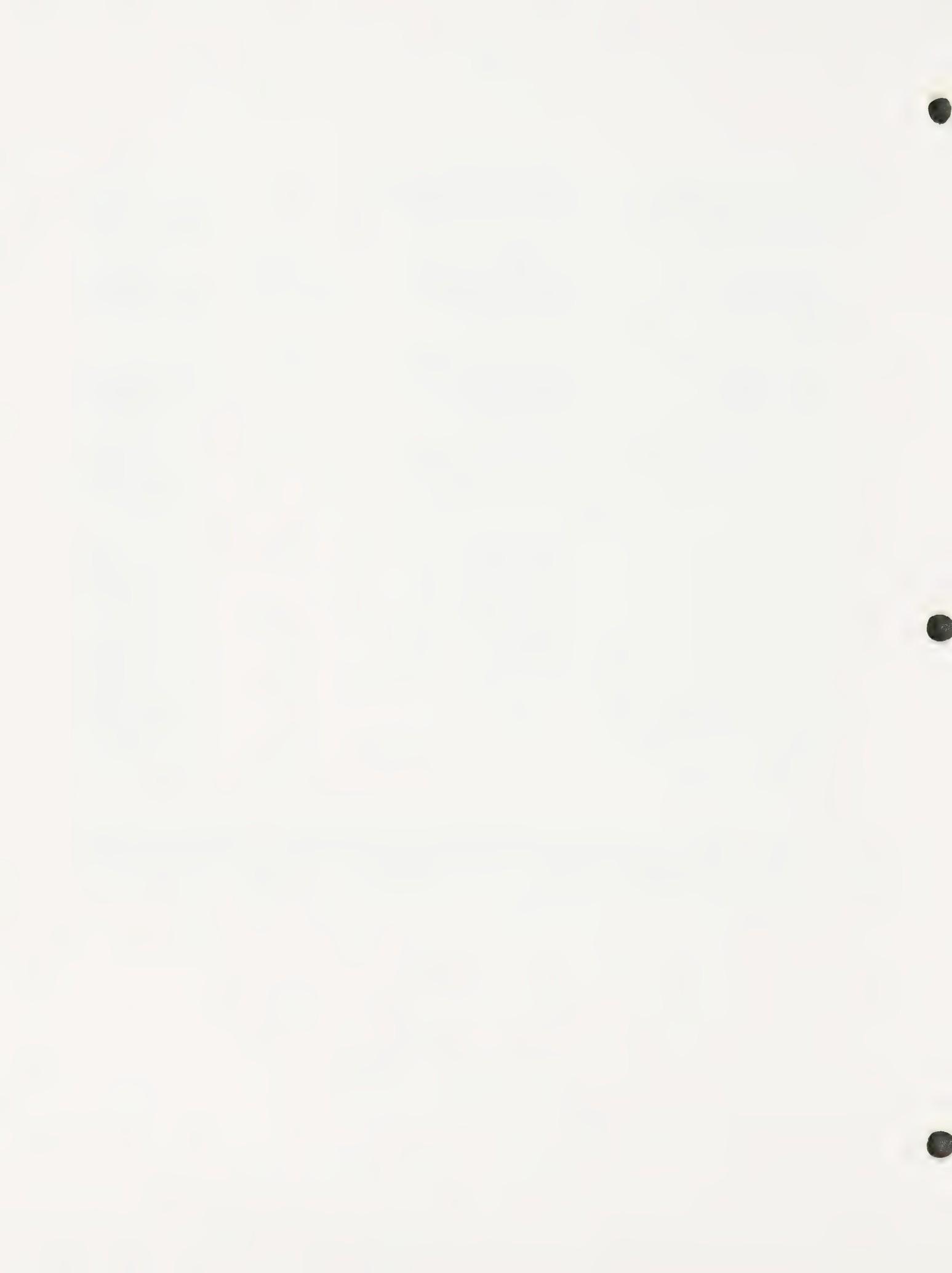
INTERNAL MOVES (1982 2ND QUARTER CUMULATIVE):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>ADDITIONAL EMPLOYEES</u>	<u>TAXES \$*</u>		
			1) Business	2) Realty	3) Total
1. A.D.T. Security Systems Suite 212 8 Main St. East Hamilton, Ontario (Q2)	Security Systems (Service)	5	1) 1,080.00	2)	3) 1,080.00
2. ABSO Blue Print Ltd. 64 Head Street Dundas, Ontario(Q2)	Blue Print Machines (Service)	3	1) 828.00	2)	3) 828.00
3. Advance Welding 470 Arvin Ave. Stoney Creek, Ont. (Q1)	Welding & fabricating (Manufacturing)	0	1) 6,000.00	2) 3,600.00	3) 9,600.00
4. Aerloc Industries Ltd. 64 Head St. Dundas, Ont. (Q1)	Window manufacturing (Manufacturing)	3	1) 3,600.00	2)	3) 3,600.00
5. Albert & Harvie Ltd. Mountain Ind. Park Hamilton, Ontario(Q2)	Pumbing & Heating (Service)	0	1) 720.00	2)	3) 720.00
6. Cable 8 Ltd. 150 Dundurn St. S. Hamilton, Ont. (Q1)	Community Programming (Service)	0	1) 3,014.00	2)	3) 3,014.00
7. Chipman Inc. 2 - 332 Jones Rd. Stoney Creek, Ont. (Q1)	Chemical sales (Service)	1	1) 900.00	2)	3) 900.00
8. The Flooring Warehouse Mountain Ind. Park Hamilton, Ontario(Q2)	Contract Services (Service)	12	1) 7,200.00	2)	3) 7,200.00
9. Industrial Patterns & Models 272 Sherman Ave. N. Hamilton, Ontario(Q2)	Inudstrial Patterns (Manufacturing)	0	1) 1,080.00	2)	3) 1,080.00



10.	Kulka Distributors 701 Main St. E. Hamilton, Ont. (Q1)	Non-asbestos fabrics (Manufacturing)	0	1) 1,508.00 2) - 3) 1,508.00
11.	Mobile Cartage & Distribution Ltd. 89 Glow St. Hamilton, Ont. (Q1)	Warehousing and distribution (Service)	3	1) 4,800.00 2) 1,800.00 3) 4,800.00
12.	Overland Western Ltd. 560 Seaman St. Stoney Creek, Ont. (Q1)	Warehousing and distribution (Service)	15	1) 7,680.00 2) 2,880.00 3) 7,680.00
13.	Star Ornamental Ltd. 12 Commerce Court Stoney Creek, Ontario(Q2)	Ornamental Iron (Manufacturing)	5	1) 1,908.00 2) 3,180.00 3) 5,088.00
14.	Touch of Brass 5 - 580 Dundas St. W. Waterdown, Ont. (Q1)	Restorations and supplies (Service)	2	1) 1,080.00 2) - 3) 1,080.00
15.	Trendsetter Sales 332 Jones Rd. Stoney Creek, Ont. (Q1)	Tupperware sales (Service)	0	1) 1,800.00 2) - 3) <u>1,800.00</u>
	TOTAL NEW BUSINESS TAXES			1) 38,518.00
	TOTAL NEW REALTY TAXES			2) 11,460.00
	TOTAL NEW TAXES		49	3) 49,978.00

* Taxes shown above reflect only those taxes applicable to activity generated within the current quarter. These are not necessarily new taxes and therefore are not considered in the summary



A.10

NEW SPECULATIVE CONSTRUCTION (1982 2ND QUARTER CUMULATIVE):

<u>COMPANY</u>	<u>LOCATION</u>	<u>APPROXIMATE NEW TAXES\$*</u>
1. B.M.S. Construction Ltd.(Q2) 1547 Garnet Avenue Mississauga, Ont.	Mountain Ind. Park	1) - 2) 8,400.00 3) 8,400.00
TOTAL NEW BUSINESS TAXES		1) -
TOTAL NEW REALTY TAXES		2) 8,400.00
TOTAL NEW TAXES		3) 8,400.00

* New taxes shown above reflect only those taxes applicable to activity generated within the current quarter.



A.11

MAJOR EXPANSIONS-(OVER \$100,000.00) (1982 2ND QUARTER CUMULATIVE)

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$*</u>
			1) Business 2) Realty 3) Total
1. W. R. Barnes Ltd. P. O. Box 250 Parkside Dr. Waterdown, Ont. (Q1)	Refractory Products	4	1) 2,520.00 2) 1,412.00 3) 4,032.00
2. Domtar Chemicals 725 Strathearne Ave. N. Hamilton, Ont. (Q1)	Chemicals	N/A	1) N/A 2) 3)
3. Firestone Canada Ltd. 1575 Burlington St. East Hamilton, Ontario(Q2)	Rubber Products (Manufacturing)	300	1)12,906.00 2)21,510.00 3)34,416.00
4. Hess Concrete Stone Machinery Mountain Ind. Park(Q2)	Moulds/Machinery (Manufacturing)	N/A	1) 3,600.00 2) 6,000 00 3) 9,600.00
5. E. D. Smith & Sons No. 8 Hwy. Winona, Ontario (Q2)	Produce (Manufacturing)	N/A	1) 4,680.00 2) 7,800.00 3)12,480.00
TOTAL NEW BUSINESS TAXES			1)23,706.00
TOTAL NEW REALTY TAXES			2)36,722.00
TOTAL NEW TAXES		304	3)60,428.00

* New taxes, shown above reflect only those taxes applicable to activity generated ithin the current quarter.



A.12

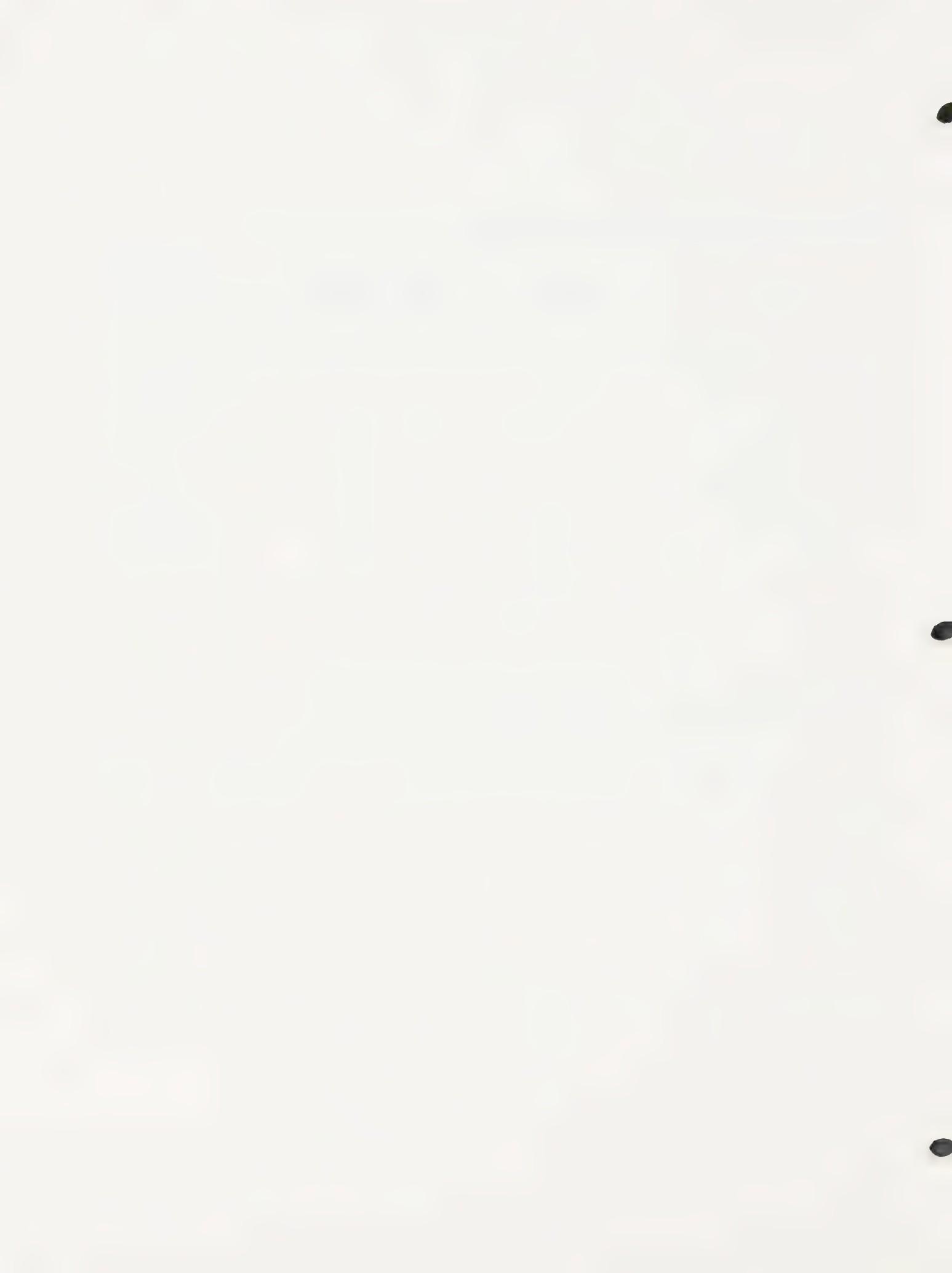
SUMMARY OF FIRMS PLACED (1982 2ND QUARTER):

	<u>NUMBER</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
Firms New to the Region	11	86	50,815.00
Firms Newly Formed	4	11	3,312.00
Internal Moves	6	25	N/A
Speculative Construction	1	N/A	8,400.00
Major Expansions	<u>3</u>	<u>304</u>	<u>56,496.00</u>
TOTAL	25	426	119,023.00

A.13

SUMMARY OF FIRMS PLACED BY MUNICIPALITY (1982 2ND QUARTER):

	<u>1ST QUARTER</u>	<u>2ND QUARTER</u>	<u>3RD QUARTER</u>	<u>4TH QUARTER</u>	<u>TOTAL</u>
Ancaster		1			1
Dundas	1	1			2
Flamborough	2				2
Glanbrook		1			1
Hamilton	12	18			30
Stoney Creek	<u>8</u>	<u>4</u>			<u>12</u>
TOTAL	23	25			48



A.14

**DOLLAR VALUE OF BUILDING PERMITS
ISSUED BY QUARTER FOR 1982**

	<u>1980 TOTAL \$ VALUE</u>	<u>1981 TOTAL \$ VALUE</u>	<u>1982 TOTAL \$ VALUE</u>	<u>1982 IND. & COMM. VALUE</u>	<u>1981 IND. & COMM.</u>	<u>1982 % IND. & COMM.</u>
ANCASTER						
1st Quarter	2,281,251	1,558,700	1,764,300	NIL	9.42	N/A
2nd Quarter	4,196,536	4,820,944	4,102,050	22,000	3.09	.54
3rd Quarter	3,492,600	3,031,670			10.04	
4th Quarter	2,022,126	1,710,970			7.34	
	<u>11,992,513</u>	<u>11,122,284</u>	<u>5,866,350</u>	<u>22,000</u>	<u>6.53</u>	<u>.38</u>
DUNDAS						
1st Quarter	369,251	990,873	458,437	20,717	.51	4.52
2nd Quarter	640,070	1,727,698	1,833,044	911,689	2.98	49.74
3rd Quarter	418,755	1,226,454			7.68	
4th Quarter	281,457	832,029			19.90	
	<u>1,709,533</u>	<u>4,777,054</u>	<u>2,291,481</u>	<u>932,406</u>	<u>6.62</u>	<u>40.69</u>
FLAMBOROUGH						
1st Quarter	517,450	1,612,462	717,475	261,700	16.26	36.48
2nd Quarter	1,677,266	5,003,030	2,422,318	143,200	4.31	5.91
3rd Quarter	2,990,069	2,300,694			9.33	
4th Quarter	2,202,218	1,921,150			38.96	
	<u>7,387,003</u>	<u>10,837,336</u>	<u>3,139,793</u>	<u>404,900</u>	<u>13.29</u>	<u>12.90</u>
GLANBROOK						
1st Quarter	542,718	403,400	201,575	NIL	23.00	N/A
2nd Quarter	1,456,743	684,180	1,179,500	118,000	9.43	10.00
3rd Quarter	1,069,622	393,250			10.43	
4th Quarter	178,820	430,800			6.73	
	<u>3,247,903</u>	<u>1,911,630</u>	<u>1,381,075</u>	<u>118,000</u>	<u>11.89</u>	<u>8.54</u>



DOLLAR VALUE OF BUILDING PERMITS
ISSUED BY QUARTER FOR 1982 (Cont'd.)

	<u>1980 TOTAL \$ VALUE</u>	<u>1981 TOTAL \$ VALUE</u>	<u>1982 TOTAL \$ VALUE</u>	<u>1982 IND. & COMM. VALUE</u>	<u>1981 IND. & COMM. %</u>	<u>1982 IND. & COMM. %</u>
<u>STONEY CREEK</u>						
1st Quarter	2,671,900	3,979,900	2,312,150	100,000	6.60	4.32
2nd Quarter	6,076,840	14,911,950	5,949,500	703,200	9.92	11.82
3rd Quarter	6,957,850	6,630,850			46.46	
4th Quarter	7,033,050	7,601,790			7.32	
	<u>22,739,640</u>	<u>33,132,990</u>	<u>8,261,650</u>	<u>803,200</u>	<u>16.23</u>	<u>9.72</u>
<u>HAMILTON</u>						
1st Quarter	22,418,260	25,353,105	25,118,637	19,194,971	51.23	76.42
2nd Quarter	42,631,813	33,408,938	27,128,808	15,757,582	55.71	58.09
3rd Quarter	24,913,994	27,744,565			73.78	
4th Quarter	29,786,166	26,226,719			77.69	
	<u>119,750,233</u>	<u>112,733,327</u>	<u>52,246,445</u>	<u>34,952,553</u>	<u>64.26</u>	<u>66.90</u>
<u>REGIONAL TOTALS</u>						
1st Quarter	28,800,830	33,898,440	30,572,574	19,577,388	40.59	64.04
2nd Quarter	56,679,268	60,556,740	42,615,220	17,655,671	33.97	41.43
3rd Quarter	39,842,890	41,327,483			58.57	
4th Quarter	41,503,837	35,884,268			60.50	
	<u>166,826,825</u>	<u>200,143,831</u>	<u>73,186,794</u>	<u>37,233,059</u>	<u>40.24</u>	<u>50.87</u>



(B) TOURISM AND CONVENTION REPORT

B.1 TOURISM

During the months of May and June 1982, 17,577 people visited our tourist information booths. This indicates an 85.3% increase over the same period in 1981. Most of these registrations were at the Royal Botanical Gardens, as this centre opened May 1, 1982, staffed by Lady Hamilton Club volunteers until June 19, 1982. Our other three tourist booths, located at the African Lion Safari, Gore Park and Confederation Park, opened June 19, 1982.

Canadian Government Office of Tourism Travel Show - April 19 - 22, 1982

Buffalo, Rochester, Syracuse, N.Y. Consumer and Travel Trade Show. Over 7,000 consumer and travel trade.

Shoppingtown Mall, Syracuse, N.Y. - April 28 - May 01, 1982

Holiday Inn, the Plainsman, Flamboro Downs, Dundurn Castle joined us in this Mall promotion. A giveaway "Win a Weekend In Hamilton-Wentworth" was held.

Familiarization tour for 28 Mexican Travel Agents - May 21, 1982 :

Accommodations at McMaster University. Dinner at Carlos & Harry's (courtesy Hillcrest Group of Fine Restaurants); light lunch courtesy Battlefield House; bus tour courtesy Region. Tourist literature supplied.

Westmount Mall, London, Ontario - May 27 - 29, 1982

Flamboro Downs joined us in this shopping Mall promotion. A giveaway "Win a Weekend in Hamilton-Wentworth" draw was held.

Mid-Town Shopping Mall, Rochester, N.Y. - June 03 - 05, 1982

This promotion was well attended, and approximately 2,500 brochures distributed. A giveaway "Weekend in Hamilton-Wentworth" was held.



B.2 CONVENTIONS

Brantford - April 05 - 06, 1982

Attended the Ontario Association of Convention Bureaux Conference.

Ottawa Sales Blitz- May 04 - 07, 1982

Partners participating - Hamilton Convention Centre, Holiday Inn - Hamilton, Royal Connaught Hotel, Hamilton Street Railway, Cap'n Bob's Boat Tours, Hamilton Wentworth Convention & Show Services, Mayfair Travel.

Face to face contact made with 126 associations. There were 2 receptions held -Bus & Travel Agents Reception was attended by 50 agents and the Association Executives Reception was attended by 100 delegates.

The Ontario Ministry of Tourism and Recreation underwrote 50% of receptions and balance equal to partners.

Toronto - May, 1982

Ontario Association of Convention Bureaux organized a marketplace in Toronto for Association Executives. 200 Association Managers and staff attended the marketplace, representing 100+ associations. The Ontario Ministry of Tourism and Recreation sponsored 50% of the reception. The Hamilton Convention Centre, Royal Connaught Hotel and our department attended.

Sales Calls to Toronto

62 Sales calls made in Toronto

Confirmed Conferences

8 conferences confirmed during the quarter with an estimated 650 room nights and \$202,150 revenue expected during 1982-84.

Leads For Convention Centre 7

Leads For Hotels 4

Letters of Invitation 13



Training Program:

From June to October, 1982, we have on strength a student of the Ontario Career Action Plan. There is no cost to the Region for this staff member, our responsibility is to train the student in the operation of Convention & Visitor Services. June to August she will work on prospects related to convention sales and September to October on tourist and visitors marketplaces and sales trips.

The student travelled with our sales staff to Toronto to make calls on association members. She has worked on several projects and is presently obtaining information for our Venue Canada project that we plan for October 1982.



(C) WENTWORTH HERITAGE VILLAGE

QUARTERLY REPORT

SECOND QUARTER, April to June, 1982

Summary

The second quarter saw healthy increases in attendance and revenues, and substantial improvements in facilities, displays and publications. Livestock in the pasture, an excellent Guidebook and new construction were among the signs of continuing development.

1. Administration

1.1 Planning and Policy

The name of the former Wentworth Heritage Village Historical Advisory Board was changed to Hamilton-Wentworth Historical Advisory Board, and the development of the 1859 Hamilton Pumphouse was added to the responsibility of the Board, by decision of Council.

1.2 Organization and management

The total number of persons working in the Village during the season counting all part-time and temporary employees, utilizing various grants, amounted to 32, a new high level of employment. One feature of this development was a successful working relationship with the Region's Linking of Needs and Resources (LONAR) Programme, for which the Village began to offer job training opportunities during this quarter.

1.3 Relations with Other Institutions

A major step forward for the Village was designation under Category A of the Cultural Property Act, which confers on us the right to apply for 100% federal tax forgiveness for donations of artifacts, or to repatriate artifacts. The tax forgiveness in particular is a major factor in attracting donations of major collections or artifacts.

The Village negotiated a new agreement with the Canada West Society governing Canada West Day; arranged with the Golden Horseshoe Live Steamers Association to demonstrate historic model railroading on their track and on one the Village acquired; hosted the annual picnic of the Canadian Society for Photographic History, which also sponsored a photo contest on antique cameras; participated in the annual conference of the Association of Living Historical Farms and



Agricultural Museums in Fredericton, N.B.; showed floral plantings by both Flamborough and Lynden Horticultural Societies; received a donation from the Ontario Agricultural Museum of four large agricultural implements; and agreed in principle to accept the deposit of an 1867 cutter and a 1905 carriage, both built by McLaughlin Carriage Works, from the Canadian Automotive Museum in Oshawa.

1.4 Evaluation: Public Response

Total attendance as of June 30 was 47% ahead of the same date in 1981. A 24% increase in rainy days held general admission visitors down by 17%, particularly as so much of the rain was on weekends; however, this was more than compensated by a phenomenal 127% increase in tour groups -- a most welcome development, since this is the key growth market for museums and heritage attractions at present.

1.5 Finances

1.5.1 Admission Revenues

Total Cash receipts rose by 53%, accompanying the increase in attendance. Gift Shop sales similarly rose by 54%, but Tea Room and General Store sales with improved service and increased stock almost doubled, increasing by 97%.

1.5.2 Grant Revenues

Grants approved during this quarter were: -

1.5.2.1 Federal

Summer Canada '82, \$7,850 for three students to conduct our Children's Programme this summer.

Work Adjustment Training Programme of Canada Manpower, \$1,600 plus wages for two LONAR clients' employment in training at the Village.

July 1 Grant, \$3,000 from the Ontario Committee for Canada's Birthday and Secretary of State, for renovating the Village's Dry Goods Store and presenting a Living Historical Drama there on July 1.

1.5.2.2 Provincial

Experience '82, \$3,190 to hire two student cataloguers for the summer.



2. Capital

2.1 Physical Facilities and Grounds

2.1.1. Construction

The major construction project was the long-awaited Potts Homestead or "Mud Block House", which we are building as an exterior replica only, with the interior to contain washrooms, library, orientation gallery, workshop and storage facilities. A drive shed sponsored by the Canada West Society was also begun behind the D'Aubigny Inn, to accommodate the Village stagecoach. The plaque to the founders was installed on a stone at the entrance, cedar rail fence was erected around the pasture behind the Lockhart House, the track for live steam was installed in the field in front of the Village, and a bulletin board was added to the back of the orientation map to announce current and coming events.

2.1.2 Renovation and Restoration

The major renovation accomplishment was the plastering, insulation and installation of ultra-violet filters on the Village Dry Goods Store second floor, opening it to the public for the first time as the living and working quarters of a seamstress (like the one who historically did work in the Store). In addition, another 1200 sq. ft. of display space was added to the large display barn, with the completion of the second floor there. Wooden barriers replaced wire fencing in the barn; the parking lot for staff was extended; and steel culvert replaced the broken bridge to the live steam track in the field.

2.2 Collections: Buildings and Artifacts

2.2.1 Acquisitions

The major addition to the collection, accepted but not yet brought to the Village, was an 1867 barn donated by Garfield Smith of Ancaster. Other donations continued to arrive throughout the quarter.

2.2.3 Conservation

The renovation of the Dry Goods Store allowed insulation of the upper floor and the installation of ultra-violet filters on both floor windows; filters were also installed on the Recent Donations cases in the Tea Room. A restoration report was prepared on contract regarding the locomotive, to plan for its urgently needed conservation.



3. Programmes

3.1 Exhibits

Livestock were the most obvious addition to the displays, cattle and sheep on loan in addition to the usual Village chickens. In addition to the pasture fencing, a sheep pen was provided in the Lockhart barn. The agricultural implements and transport vehicles were reorganized into separate display barns, and a beginning made on rationalizing their display, eliminating stored objects and the like. The former Wentworth County Court House cornerstone was moved from the green to a more appropriate display point near the entrance.

The most extensive change in artifact display was the addition of the living/working quarters for the seamstress on the second floor of the Dry Goods Store; in addition new bedroom furniture displays were added to the Gillen and Misener House with recent donations, and the floors of the Gillen House and the Church were cleared of inappropriate coverings, and a carpet added.

3.2 Interpretation

The phenomenal 127% increase in school tours was sparked by distribution of 750 educational kits to eleven school boards just before the season, and a Teacher's Weekend in April which drew 96 teachers from 81 schools. Not as successful were the ten weekend or one-day seminars co-sponsored with Mohawk College, all of which had to be cancelled due to lack of registration; yet the Village's own courses drew 17 to the two courses on spinning, and staff profited from a 30-hour Living History drama course that produced the July 1 paylet in the Dry Goods Store, as well as developing role-playing skills for historical interpretation. Two additional female costumes, dated 1890 and 1900, were designed and produced, adding to the existing 1880 costume; and the man's costume of about 1900 was designed and begun.

3.3 Volunteers

Some 35 attended the first Friends of the Village spring meeting, and elected a provisional executive to bring a draft constitution to a June meeting. Only eight attended that meeting, very late in June, but agreed on the outline of a constitution, and to meet again in the fall. Eight Friends took the four sessions of the Interpretation Training Course, while others helped sew costumes, catalogue artifacts and library books, in addition to interpreting and demonstrating in buildings.



3.4 Extension

The Village participated in parades in Dundas and Cambridge (the latter in cooperation with the Canadian Railroad Historical Association, Grand River Division), and mounted a display at Macassa Lodge.

3.5 Publicity and Marketing

Brochures approaching 75,000 copies were prepared with inserts for distribution throughout southern Ontario by Brochures Unlimited. The Village participated in Marketplace shows in Buffalo, Rochester and Syracuse, and paid ads ran on one Cambridge and two Hamilton radio stations. Three public service announcements and one newsletter were issued each month. The Village was included in the Burlington Holiday Inn Weekender package, and Gray Coach, Toronto began advertising for the weekly Tuesday bus trip here. The Village was also included in the Province's official tourism colour supplement with a photograph.

3.6 Special Events

The Official Opening drew federal and provincial political representatives, in addition to the Regional Chairman, Board members and others, and featured release of the new Village Guidebook, unveiling of the plaque to the rounders, and unfurling of a Union Jack donated by the United Empire Loyalist Society. Other events included Arbor Day, held at the Village for the first time; the Hamilton Philharmonic String and Brass Quartets on two separate occasions; a performance of Susannah Moodie's writings as a play by a Toronto one-woman show; a spring Photographers' Weekend, also a new event; and a successful Canada West Day.

3.7 Publications

A major step forward was the publication of the first Village Guidebook, A LIVING VILLAGE, a 64-page handbook with colour illustrations. In addition, six colour postcards were produced, and photographs taken for three colour posters to come.

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